

American Playspel Croas

Vacation Habit Has Grown Faster Than Population—Millions of Dollars Spent in Recreation Travel Every Summer.

By DEXTER MARSHALL.

There was a time, and not many years ago at that, when it was agreed, both at home and abroad, that the American got along with fewer holidays and devoted less time and money to vacations and rest than any one else on earth. But that time has passed. The American of to-day is a great vacationer. The American of tomorrow may be the greatest vacationer alive. His vacation tendencies are growing rapidly.

As to this there cannot be two opinions. Manager Young, who has charge in New York, of the oldest tourist agency in existence, says the growth of the American vacation has been much faster than the increase of population. Summer vacation travel, as he observes it, is at least 100 per cent greater than it was ten years ago. The population of the country in 1897 was estimated at 72,000,000; the estimated population in 1907 is 94,000,000, a gain of 22,000,000, or a shade less than 32 per cent. If the manager's estimate is correct, the vacation habit has grown more than three times as rapidly as the population. He thinks that the tendency toward longer and more expensive vacations has by no means begun to wane; that this year will be the banner holiday year to date.

Accurate Statistics Unobtainable.—No one is in a position to know disagreeing with Manager Young, but accurate figures are not to be had. The railroad officials who might be supposed to have such figures in their possession, can only say that general travel has increased enormously in the decade, but they have no way of knowing just how much of that increase is in pursuit of holiday pleasures and how much in pursuit of business.

Rather more definite figures can be got together with reference to foreign vacations taken by Americans yearly, since the records of trans-Atlantic travel are kept systematically and readily accessible for all the years since 1892, except 1898 and 1897.

In 1892, 112,832 cabin passengers went abroad in 1897, an increase of a little more than 20 per cent. In 1898, cabin foreign travel dropped to 91,554; compared with those figures, last year showed an increase of 127 per cent. It is safe to say that the figures of this year would show an increase of 100 per cent over the figures of 1897, were the latter available. Although it is yet too early to gather totals for 1907, it is predicted that they will record the greatest exodus of Americans in the history of trans-Atlantic travel.

An Enormous Increase.—By the middle of May the increase was 11 per cent over the May figures of last year, cabin passengers only being considered. That would mean an increase of 110 per cent in ten years. The increase over last year in all foreign travel from American ports—steamer included—had been 14 per cent in May. If continued through the year this would mean an increase of 140 per cent every decade. It would hardly be fair to accept this as the rate of increase in foreign pleasure travel, however, since a considerable number of those who go abroad every year are returning to the old country to remain permanently. Still, the 100 per cent increase in ten years of vacation travel abroad just about holds good with reference to the steamer, as well as the cabin. There is hardly a boat crossing the ocean this year that does not carry a comparatively large number of real third-class tourist passengers. Many of the women have no idea of abandoning their homes in the new land of hustle and get there but who have done so well here that they can afford the luxury of a summer vacation trip to the old home land and are taking it.

Five Hundred in One Party.—A certain trans-Atlantic liner sailed only a few days ago with 500 Scandinavian steamer passengers, all in one party. They expect to remain residents and citizens of the United States as long as they live, and every one of them had a return ticket. They are as properly considered American tourists as if they were native instead of naturalized, and traveled first class instead of third.

The total of the cabin passenger fleets on outgoing ships last year was 214,699. If there is an increase of 10 per cent this year, the total for 1907 will be more than 235,000. Steamer passage was taken for Europe from American ports last year by 282,000 persons, making \$46,737 by all three classes. Should the increase reach 10 per cent for the year, the total will be more than 310,000 European travelers by steamer alone. These and the cabin passengers will make nearly 500,000 more than half a million, but this cannot possibly mean that so many Americans by birth and adoption take a yearly foreign holiday.

A Total of 300,000.—Besides the eastward-bound steamer passengers who are going back to stay, some tens of thousands of the cabin passengers are returning foreign visitors, while an uncomputed number are Americans who go over yearly on business. Cut out all these latter, of whom a surprisingly large number are commercial travelers, all the immigrants who go to remain, and all the returning American tourists, and the total number of holiday American tourists, properly so called, of every grade in Europe, yearly, is probably about 200,000.

It is rather a striking fact that the eastward-bound holiday travel of Americans is more than enough every year to populate a city like Hongkong or Teheran, Bucharest or Montevideo, Havana or New Orleans. It is rather striking also that while the growth of American foreign travel has increased more than 100 per cent in the decade, the increase in the yearly number of visitors here from abroad on business and pleasure since 1898 has been more than 200 per cent. The "official figures show" that in 1898 only 21,882 "non-emigrant aliens" arrived in this country; in 1906 the total of such arrivals was 65,618.

Vacations Cost Many Millions.—All sorts of figures have been made, on all sorts of bases, as to the amounts spent abroad yearly by American foreign tourists, and some of the figure-making geologists almost have come to blows over the different results obtained. As a matter of fact, no one can make such an estimate with any degree of reliability, but it amounts to many millions, of course. At \$200 each—first-class tourists are supposed to average \$200—and second-class \$300 apiece—200,000 tourists would spend \$200,000,000. An authority who is likely to guess right as wrong makes a much larger estimate, figuring it out that tourists from this country spend about \$250,000,000 more abroad yearly than is brought here by visiting tourists and immigrants combined.

Figures with regard to the inland travel of the vacation season are manyfold more striking than the figures of American vacation travel in foreign ports.

Absences Not Noted.—The 300,000 American pleasure tourists abroad make up a trifle more than a quarter of 1 per cent of the total population, only, hardly enough to cause a feeling

anywhere that anybody is away. But those who spend their vacations in this country make a vastly larger throng. At the lowest expert estimate, the number is 10 per cent of the whole; at the highest, 15 per cent or more. If the 10 per cent is accepted, about 9,400,000 of us will be included; more than thirty-one times as many as the foreign tourists. If the higher figure be accepted, the total number of Uncle Sam's sons and daughters who take their vacations without leaving his big farm is about a hundred thousand in excess of 14,000,000, or forty to every one of the foreign travelers.

If only 9,400,000 home holiday takers were each to spend \$50 on his vacation the gross expenditures would be \$470,000,000, more than half of the \$925,000,000 national debt. If the larger of the two estimates be taken, the total amount of cash put into circulation in their own land by American holiday makers, allowing \$50 for each, is not less than \$755,000,000, nearly three-quarters of a billion. It would be like Rockefeller's entire fortune of half a billion and leave a deficit of nearly half as much again for him to borrow from his friends were his philanthropic impulses to take the form of financing the outlays of the regulars for just one year.

Affects Business Conditions.—The increase of 10 per cent in the yearly vacation travel and expenditures cannot have been brought about in ten years without increasing profoundly the business of the entire country. But the heavy growth of the vacation habit reaches farther back than ten years. In twenty years it must have amounted to more than 200 per cent, as against a growth in population of only a little more than 51 per cent. The population in 1887 being estimated at a little less than 60,000,000.

The real beginning of the great American summer play-spell dates back forty-one years, when all odds is biggest impulse was furnished by the Centennial Exhibition of 1876, which started many thousands on the first big trip of their lives. There was a setback in the lean 1890's, but it was wiped out and forgotten long ago.

An Army of Holiday Helpers.—The army of holiday helpers in this country is larger, beyond question, than any army of soldiers ever mustered in of this continent. This army includes many more than the hotel employees at the thousands of vacation resorts, the guides in the shooting and fishing regions, and the employees who operate the summer roads and boats.

It takes the thousands who spend their time in the year round in the production of vacation supplies, the thousands of extra trainmen and conductors on the regular lines, telegraph operators, and no end of others who devote only a part of their time to vacation work. There must be at least a million of them at least. Estimates of their number can be only guesses, of course, but no one thinks a million too high, while some believe it altogether too low.

At \$200 average earnings for the sixteen or eighteen weeks' employment in the vacation season, the wages amount to \$32,000,000 at least of the value of the vacation travel season puts into circulation.

Two Weeks Average Stay.—It would take a good many more than a full million employees of all sorts to care for a 15 per cent vacation army of 14,000,000. They are all to go holiday making at once, and they will stay the entire four months, but they don't. Two weeks is about the average holiday duration; some take their play-spell early in the season, and others late, the same set of vacation employees caring for both early and late vacationers, while thousands require the help of no one at all during the outing season.

New York is the greatest vacation place in the world, not only because so many thousands of its people take vacations, but also because it is a sort of clearing house for vacationers from many sections of the country, and, likewise, because thousands of outsiders spend a part or the whole of the outing season yearly within its boundaries.

One of the part of those New Englanders who go West for their holiday fun must pass through the metropolis. A correspondingly large part of the Westerners who go "down East" must do the same of the South, and so must an even larger part of the North. Furthermore, according to the steamship experts, 82 in every 100 of all the American travelers to Europe sail from the metropolis and spend from a part of a week or so in the city at the Hudson's month either coming or going. It would not be an overestimate to say that 100,000 vacation folk are probably in New York nearly every day of the outing season.

Vacation Outings at Little Cost.—While classes of New Yorkers, as well as dwellers in many other big cities are as swelled, of whom practically 100 per cent take yearly vacations of some sort. These are the staffs and employees of the banking houses, publishing firms, mercantile establishments, and concerns in dozens of two different lines of business, who are entitled to the standard two weeks' outing, with pay, every year. Not all of these tens of thousands spend the average of \$50 on vacation; in fact, many of them manage to incur hardly any extra expense whatever. You may find these thousands from New York encamped on the Jersey shore of New York Bay, and the two Shrewsbury Rivers, at the foot of the Palisades, up the Hudson, and elsewhere.

The campers are among those whose outings give no employment whatever to the vacation "help." The men do the rough work about the tents and the women do the cooking. While they do not entirely get away from business longer than the standard fortnight's time, many of them live in their tents the whole season, through at least more cost than if they remained in their stuffy city flats all the time. It is not hard to rent ground on which to pitch a tent for a merely nominal sum, the cost of the tent, distributed over its five or six years of life, is merely a trifle, and it is as easy for the bread winners to get from the camp to the shop or office as from the uptown flat.

Many Go Short Distances.—Similar near-by outings are enjoyed by many people of St. Paul and Minneapolis, Buffalo, Rochester, St. Louis, and other cities, and while many times might curtail the vacations of many who spend what seem to them like large sums upon their outings, these campers on the edge would not need to cut their outings at all unless times were to become very hard, indeed.

Undoubtedly the country's ten years of exceptional prosperity have been a great factor in the later growth of the vacation habit. Another great factor has been the fostering of the vacation idea by the rail-

road managers. They have spent millions on special schedules for vacation takers, in persuading hotel and boarding-house keepers along the railroad lines to cater to the vacation crowds, and in advertising the scenic and other attractions which the railroads reach.

Much Vacation "Literature."—Such great lines as the Pennsylvania, the New York Central, and the various Pacific trunk roads have taken the lead in this sort of effort. Scores of lesser railroads also have entered the field, and the vacation literature provided by the many handsomely printed and illustrated "summer books" has been a great stimulus to the vacation increase. These furnish a fair example of the far-reaching effect of the present vacation vogue.

Their production gives more or less employment to a young army of paper makers, typesetters, photographers, engravers, pressmen, and others, not to speak of the writers who do the necessary "literary" work.

As a rule, the "summer book" is a highly creditable production. There is no way in which a foreigner, or a stay-at-home American either, for that matter, can get a fair knowledge of the United States and Canada so inexpensively as by taking a comprehensive course of reading in these books, which the railroads give out, for the most part, without money and without price.

Vacation Housing and Feeding.—Next to the railroads, the vacation hotels have spent most money in fostering the vacation habit. The increase in the value and number of summer hotels undoubtedly has kept pace with the holiday makers in the last ten years, to say nothing of the prices, and there now must be 30,000 of them at least, perhaps 100,000 more. Many of the newer establishments at the famous seaside, lake, and mountain resorts are highly creditable from the architectural point of view, and of almost infinitely solid construction than the summer hotels of the eighties and nineties.

The planting of a big modern summer hotel in a hill or shore region which has not hitherto boasted such an institution irrigates the neighborhood with a golden stream that sometimes almost completely transforms the scene, and the lives of its inhabitants. The overflow of money from the hotel itself may not always be large, but after a while the big house, with its prices far beyond the average pocketbook, stimulates the erection of cheaper hotels in the vicinity, also the opening of boarding houses where vacationers of very moderate means can live as comfortably and at about as reasonable cost as the American tourist can live at the much-vaunted boarding house "pension" in Europe.

As to European Prices.—This may be a good place to say that while some things may be had for less money on the other side than in the United States, there is a good deal of humbug about much of the talk concerning it.

On returning from a long vacation, the Arbitrator finds a pile of letters, many asking for hints as to the etiquette for summer resorts, so it seems expedient to write a general letter on the subject. The questions might be dismissed with the statement that the etiquette at summer resorts differs in no wise from that in your home, as should, perhaps, be the case, but by the facts. The main object of a summer vacation is to have a "good time," and small conventionalities, if fashionable society has come to think important, are not permitted to stand in the way of that. Fashionable and unfashionable people allow themselves privileges at watering places that they would not think of taking in town, and neglect duties that, in the city, seem absolutely essential. A young man boasted at the end of the season at Narragansett that a summer that he had been a guest at dinner every night for six weeks and had made a single dinner call. The excuse given was that it was "too blasted hot," yet it was not "too blasted hot" for this same young man to attend the dinners. As unpalatable as the neglect to make visits de digestion, according to established custom, may seem, it is not so regarded by the amiable summer hostess, who demands little from her guests, save that they shall be gay and good-natured and entertain themselves and her. In a word, society in summer is in negligé.

Introductions at summer hotels, as on shipboard, are often dispensed with, and acquaintances are easily made, and often as easily dropped. If an ambitious hostess, no matter how common her origin, has a large house for entertaining and all that goes with it—a yacht, automobiles, horses—the most exclusive patricians will accept her hospitality in the summer; but in the winter it is quite a different story.

"I saw you dining at the Casino with the C's the other night; isn't that a new departure?" asked a fashionable belle of her equally fashionable friend.

"Law, yes," was the response. "I would never think of doing it in town, but their dinners are delicious and they are really great fun; then, you know, everything goes here."

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"But, mamma," remonstrated the daughter, who is too young to be worldly and has an honest little heart, "we went with her so much last summer. There wasn't a week we didn't dine at her house; then we made that long automobile trip in her machine, and she was so extremely kind about everything, surely we must make some return for all of her hospitality."

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These are the things that are going on in the world is not made up entirely of the snobs, and many valuable friendships are formed at the "summer resort." But the unwary should beware of being exploited, either for their birth, position, or money. Parentheses go in for the expensive summer hostess, for no one expects them to pick up acquaintances, and many a leader in the smart sets of New York and Washington gained her first foothold in the social world at Newport. Every family that has a somewhat equally fashionable place, the recipe an aristocratic old lady gave to a social climber, in whom she took an interest, was to take a big house in Washington, get herself written up in the yellow journals, then buy a palace at Newport, and spend all she could possibly afford on entertaining. "After one season there, my dear," she said, "you will be ready to be presented at the English

club low prices in Europe. The American who wants the best as he understands it, finds almost always that it costs about as much there as here; the American who goes to cheap places there often finds the accommodations are little if any better than could be had on this side for the same money. Besides, he has to pay almost as much for his ocean passage before he can get out on European soil as he would have to pay to go from New York to San Francisco, so that dollar for dollar the American trip is as likely to yield as satisfactory return as the European.

Some years ago a plan was devised for the "See America First" movement, in which all the big railroads were to join, and upon which they were to spend no end of money. Little has yet been spent in this way, however, perhaps because it has not been found necessary. Tourist travel in this country, even without the big expenditures contemplated, is now about as large as the railroads can accommodate comfortably.

Proportion of Expenditures.—Undoubtedly more money has been spent on vacation trips both in this country and in Europe by the people of moderate means than by the very rich, but the latter have lost huge sums in their private train tours and their vacation plants in this country, as well as on their foreign travels and their homes abroad. Their palace-like cottages at Newport and other fashionable resorts, their camps, their fishing lakes, and their game preserves in the Adirondack and other mountain resorts, North, South, East, and West, have absorbed many millions. Yet their costly vacation plants differ not at all in principle from those of the poor, the expensive camps of those who spend their cheap outings under canvas "on the city's edge."

The yachting expenses of the multi-millionaires in the vacation season are big enough to make the vacation of the poor, and, perhaps, if included in the total vacation cost, would swell the estimate to considerably more than \$700,000,000. The vacation folk who devote their outings to the various Chautauques, and other semi-educational assemblies, are far more numerous than the multi-millionaires, but the Chautauque expenses should not be added to the estimate.

Vacation Social Climbers.—Vacation social climbers may be found in every place which vacation folk frequent. Whether taking their summer trips at home or abroad, the climbers form the bulk of those who spend more money than they can afford to in the vacation season, although some of the richest vacation travelers are persistent climbers. You may read about them in every installment of the news from the resorting both little and big, in every daily or Sunday newspaper you pick up, and no end of folk with social aspirations have gained rounds in the social ladder while on vacation which they never could have reached and climbed early at home. But it would be unfair to say that the considerable portion of the increasing popularity of vacation travel is due to the climbing chances which these folk spend so much to take.

There is a great diversity of opinion among experts as to the number of foreign visitors who visit this country yearly for pleasure. A steamship man of wide experience said the other day that in his opinion about 10,000 or 12,000 European pleasure tourists came to this country last year, including such parties as the several hundred school teachers who were brought over by Moesely, the English publisher.

Another tourist expert placed the number at not more than 5,000 at the outside, possibly not more than 3,000. Both agreed that most of the European visitors here come on business. They agreed also that the European of moderate means could not afford to make an American tour unless he could manage to earn his way while doing it, for obvious reasons.

Railroad Facilities.—Although railroad passenger mileage is cheaper here than in Europe, the distances are very much greater. The Continental European, visiting America, wishes to see New York and Chicago, perhaps San Francisco, and possibly Washington, among American cities. He wishes also to visit Niagara Falls, the Yellowstone Park, the Yosemite Valley, and the Grand Canyon of the Colorado. The English tourist wishes likewise to see Boston, and probably to take in part of Canada. The distances to be covered, if all these points are visited, are about as great as the distances on a tour including London, Paris, Venice, Vienna, Budapest, Constantinople, St. Petersburg, Berlin, and the Alps, and the aggregate cost would be much too large for the moderate purse.

More German than English pleasure travelers visit the United States, probably because German immigration, having been vastly in excess of English immigration of late years, many thousands more of the Germans than of the English have friends and relatives to visit here.

"See America First."—Undoubtedly the present vogue of the vacation habit and the "See America First" idea are highly beneficial all around. Because of the extensive yearly vacation traveling back and forth the people of every part of the country are getting to know and understand every other part as they never could have by any other means.

Undoubtedly, also, the movement of such vast sums as are circulated in the summer vacation season contributes noticeably to a healthy business condition. Much of the money spent in this country by the city vacationers must soon return to the cities. The tens of thousands of hotel waiters and cooks and others who have city employment in the cold weather take their summer savings back home with them to spend "in town." The boarding house keepers who live in the country the year round send a good share of their profits to the cities for the supplies and other things they need. And eventually the money finds its way again to the pockets of the vacation visitors who have spent it on their summer outings.

Nothing but good for all concerned can be the result of the continued growth of the vacation idea.

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SOCIETY IN SUMMER NEGLIGE

BY THE ARBITER.

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court, and then your social fortune is made. That ceremony finished, you can lay back on your laurels and enjoy life."

A distinction must be made between life at the summer hotels and life at the cottages, as the magnificent villas of the rich are still called; but even at the cottages there is little of the form and ceremony that marks city life during the winter. At the summer houses men are allowed to come to dinner in their pajamas, and, indeed, there is a beautiful little resort, nestled among the hills near the foot of the White Mountains, frequented by the literary men and women, where evening clothes are not allowed. A visitor, unacquainted with this unwritten rule, invited to dinner at the house of a well-known selectist, appeared in a dinner jacket, when he was pounced upon by the other men guests, denuded of his coat, and made to don one belonging to the host. The little "scrap" caused an amusing diversion, and the story is told as a warning to all new arrivals at that place.

The tendency of the day is toward informality in summer, and it is an excellent tendency, and one that should be encouraged. The less formal etiquette, the more freedom during the summer time, when all the world goes for a vacation, the better; but the lack of etiquette without order, the freedom without self-restraint, the ease and the ease that some of the fashionable watering places have come to all forms of excess, make a most unhappy impression upon the lookers-on, and have a most unhappy effect upon those who seek such a resort for rest and recreation.

There are many troublesome questions with which a hostess, if she entertains extensively, has to deal, especially if she is inexperienced, but even a woman who has had a long training and broad experience is sometimes puzzled as to how a dilemma should be met. This is true, at least, in America. In Europe and on the continent there are manners and traditions that meet every emergency. The following letter from a woman famous for her entertaining on both sides the water, and who employs a competent secretary, illustrates the embarrassment a hostess, no matter how well equipped and cultivated she is, may feel when she is forced to entertain these less versed in social affairs than herself:

Question: I come trying you to establish a school of manners and bring you to give general information on the duties and obligations of a hostess. My special request just now is, that my summer schedule is arranged because I cannot leave my home for a week, and I have to depend on you to go on the date set for my leaving. My husband's wealth and his position in the world make it imperative for us to entertain constantly. Now, as the summer is for six months of the year, we pass the whole period at our summer place, where we can very conveniently accommodate twenty guests. We naturally, to bring those together who are most congenial. To simplify matters, I long ago, in the early part of the season, I have to keep an English custom of asking people to come at a specified time and for a specified time. For instance:

"Dear Mrs. Smith: Will you and Mr. Smith be so kind as to give us the pleasure of your company from 5 to 7 on the 26th of June? The car will meet you at the door for the boat which arrives at 5 o'clock on the 26th, and you can leave by the early boat at 11 o'clock on the 26th. Your husband will be taken care of."

Now could there be anything more explicit and definite? But this is the way all my invitations turn out. I go on the 26th for the 26th, and Mr. Smith, and Mrs. Smith have not arrived. There is no wire, no letter, no telephone message, and I am left in a state of confusion. The next morning a telegram arrived, saying that Mr. Smith was kept away by business, but they would be there on the 27th. I have to tell them so, and Mr. Smith to the boat for the 27th. At some unseemly hour in the evening we receive a telephone message begging us to send to the railway station some six or eight miles distant, for Mr. and Mrs. Smith. They arrive, they explain, but any pleasure in their visit is ruined by the fact that they have to leave at 10 o'clock. They are very sorry, but they have to go. I have to tell them so, and Mr. Smith to the boat for the 27th. 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